

# Customer Service

## Vision

To satisfy customers through quality service leadership focused on customer needs.

## Concept of Operations

The Office of Climate, Water and Weather Services (OCWWS) operates using a continual evaluation and improvement process. This process measures customer and partner satisfaction with NWS products and services; identifies needs for climate, water, and weather information; and provides for improvements and changes to meet those needs.

## Customer and Partner Requirements

The NWS serves customers and partners across the nation and around the world. Our customers require accurate weather information and timely updates from a suite of products, with a consistent look and feel, to make informed decisions.

## Developing a Customer Service Methodology

The OCWWS Customer Service Team was chartered to develop a process for evaluating NWS services through survey data, customer and partner feedback, independent assessments, and internal dialogue with NWS service providers. The team is developing a customer service

methodology that includes a Customer Relationship Management (CRM) system and a continuous customer feedback process. NWS future service improvements will be, in part, driven by the responses to the surveys and the CRM system.

## Managing Customer Relationships

OCWWS established a process for responding to customer inquiries and completed the pilot of the CRM system. The system is being used to measure the types of

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**“NWS customers and partners are significantly more satisfied than customers of most other Federal Government agencies, and significantly more satisfied than customers of private sector firms.”**

***Sheri Teodoru***  
*Program Director, CFI Group*

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requests made and the timeliness of response. CRM allows customers and OCWWS staff to leverage an evolving knowledge base from the spectrum of NWS experts. The staff made recommendations to enhance the CRM system that will be included in a new software version in FY 2005.

## Processing Customer Feedback

OCWWS implemented a process for surveying prominent customer groups to establish a customer service baseline in seven major service areas. The surveys are designed to measure customer satisfaction and to solicit feedback. The survey results are formulated into a Customer Satisfaction Index (CSI) for comparison with other Government agencies. CSI results have been generated for the Aviation, Marine, Emergency Management, and Media communities. Three remaining surveys for the Hydrology, Climate, and Public Weather communities will be conducted in FY 2005.

## Next Steps

- ✓ Complete initial surveys for Hydrology, Climate, and Public Weather communities.
- ✓ Determine how the CSI results will be validated and integrated into a continual improvement process for NWS products and services.
- ✓ Use results of customer satisfaction surveys and other feedback to support budget requests for service improvements.
- ✓ Identify CRM system enhancements necessary to facilitate the exchange of knowledge and information with the customer community and to integrate service improvement tracking and reporting.

## Milestones by Quarter

### 2nd Quarter

- Conduct a Hydrology Customer Satisfaction Index survey. Release results.
- Conduct a Climate Customer Satisfaction Index survey. Release results.
- Complete enhancements for updated version of CRM.

### 3rd Quarter

- Conduct a Customer Satisfaction Index survey of the general public. Release results.

### 4th Quarter

- Identify tools and resources to provide for continual measurement, feedback, and tracking of customer satisfaction.
- Make the CRM system accessible to all NWS.

## Contact Information

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